



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

American Rambler Productions  
138 Conant Street  
Beverly, MA 01915

**Contract # 858904**

**Schedule Dates** 09/28/12-10/02/12  
**Advertiser** Mitt Romney for President (38225)  
**Agency** American Rambler Productions (10671)  
**Product** Political - US President (1174)  
**Brand** REPUBLICAN (168806)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** KINCAID,STEPHANIE  
**Phone/Fax** (857) 288-3500 /  
**CPE** N/A  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** ROMNEY 9/28 :60  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/28/12  
**Last Modified** 09/28/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06358124  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,659.00  
**Net Total** \$60,401.00  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Sep. 2012	10	\$6,980.00
Oct. 2012	35	\$64,080.00
<b>Grand Total:</b>	<b>45</b>	<b>\$71,060.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	6	1:00	3P- 3:58P (ET)							1			\$400.00		Norfolk (WVEC) (WVEC)		9/28/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	4	1:00	4:58P- 5:29P (ET)						1				\$2,000.00		Norfolk (WVEC) (WVEC)		9/28/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	4	1:00	5:29P- 5:58P (ET)						1				\$2,000.00		Norfolk (WVEC) (WVEC)		9/28/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	4	1:00	6P- 6:30P (ET)						1				\$2,000.00		Norfolk (WVEC) (WVEC)		9/28/12
5.0	Normal Line / SPOT	09/29/12-09/29/12	6	1:00	5:58A- 8A (ET)							1		1	\$220.00	\$220.00	Norfolk (WVEC) (WVEC)		9/28/12
6.0	Normal Line / SPOT	09/29/12-09/29/12	4	1:00	6:58P- 7:57P (ET)							2		2	\$720.00	\$1,440.00	Norfolk (WVEC) (WVEC)		9/28/12
7.0	Normal Line / SPOT	09/30/12-09/30/12	5	1:00	5:58A- 8A (ET)								2	2	\$200.00	\$400.00	Norfolk (WVEC) (WVEC)		9/28/12
8.0	Normal Line / SPOT	09/30/12-09/30/12	4	1:00	8A- 9A (ET)								1	1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)		9/28/12
9.0	Normal Line / SPOT	09/30/12-09/30/12	4	1:00	6P- 6:30P (ET)								2	2	\$960.00	\$1,920.00	Norfolk (WVEC) (WVEC)		9/28/12
10.0	Normal Line / SPOT	09/30/12-09/30/12	5	1:00	11P- 11:35P (ET)								2	2	\$1,100.00	\$2,200.00	Norfolk (WVEC) (WVEC)		9/28/12
11.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	5:58A- 7A (ET)		1							1	\$1,680.00	\$1,680.00	Norfolk (WVEC) (WVEC)		9/28/12
12.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	5:58A- 7A (ET)			1						1	\$1,700.00	\$1,700.00	Norfolk (WVEC) (WVEC)		9/28/12
13.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	7A- 9A (ET)		1							1	\$1,950.00	\$1,950.00	Norfolk (WVEC) (WVEC)		9/28/12
14.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	7A- 9A (ET)			1						1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)		9/28/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	9A- 10A (ET)	1	1							1	\$850.00	\$850.00	Norfolk (WVEC) (WVEC)		9/28/12
16.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	9A- 10A (ET)	1		1						1	\$960.00	\$960.00	Norfolk (WVEC) (WVEC)		9/28/12
17.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	10A- 10:58A (ET)	1	1							1	\$880.00	\$880.00	Norfolk (WVEC) (WVEC)		9/28/12
18.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	10A- 10:58A (ET)	1		1						1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)		9/28/12
19.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	10:58A- 12P (ET)	1	1							1	\$1,120.00	\$1,120.00	Norfolk (WVEC) (WVEC)		9/28/12
20.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	10:58A- 12P (ET)	1		1						1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)		9/28/12
21.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	12P- 12:57P (ET)	1	1							1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)		9/28/12
22.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	12P- 12:57P (ET)	1		1						1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)		9/28/12
23.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	4:58P- 5:29P (ET)	2								2	\$2,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)		9/28/12
24.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	4:58P- 5:29P (ET)	2		2						2	\$2,400.00	\$4,800.00	Norfolk (WVEC) (WVEC)		9/28/12
25.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	5:29P- 5:58P (ET)	1	1							1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)		9/28/12
26.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	5:29P- 5:58P (ET)	1		1						1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)		9/28/12
27.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	6P- 6:30P (ET)	1	1							1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)		9/28/12
28.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	6P- 6:30P (ET)	1		1						1	\$3,000.00	\$3,000.00	Norfolk (WVEC) (WVEC)		9/28/12

### CONFIRMATION CONTRACT

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29.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	6:58P- 7:28P (ET)	1	1							1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)		9/28/12
30.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	6:58P- 7:28P (ET)	1		1						1	\$2,700.00	\$2,700.00	Norfolk (WVEC) (WVEC)		9/28/12
31.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	7:28P- 7:57P (ET)	1	1							1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)		9/28/12
32.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	7:28P- 7:57P (ET)	1		1						1	\$2,800.00	\$2,800.00	Norfolk (WVEC) (WVEC)		9/28/12
33.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	11P- 11:35P (ET)	1	1							1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)		9/28/12
34.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	11P- 11:35P (ET)	1		1						1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)		9/28/12
35.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	11:35P- 12:02A (ET)	1	1							1	\$840.00	\$840.00	Norfolk (WVEC) (WVEC)		9/28/12
36.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	11:35P- 12:02A (ET)	1		1						1	\$960.00	\$960.00	Norfolk (WVEC) (WVEC)		9/28/12
37.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	7:58P- 10P (ET)	1	1							1	\$9,000.00	\$9,000.00	Norfolk (WVEC) (WVEC)		9/28/12
38.0	Normal Line / SPOT	10/01/12-10/01/12	4	1:00	3P- 3:58P (ET)	2								2	\$780.00	\$1,560.00	Norfolk (WVEC) (WVEC)		9/28/12
39.0	Normal Line / SPOT	10/02/12-10/02/12	4	1:00	3P- 3:58P (ET)	2		2						2	\$1,300.00	\$2,600.00	Norfolk (WVEC) (WVEC)		9/28/12
40.0	Normal Line / SPOT	10/01/12-10/01/12	6	1:00	3:58P- 4:58P (ET)	2	2							2	\$240.00	\$480.00	Norfolk (WVEC) (WVEC)		9/28/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WVEC - Norfolk

**Date:**

9/28

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: 11-6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

**Total Charges:**

\$ 60,401 Net

# 858904

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney For President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crato

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/20/12

Date

S. Kincaid  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Penne Marsh  
Signature

Penne Marsh  
Printed Name

NSC  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

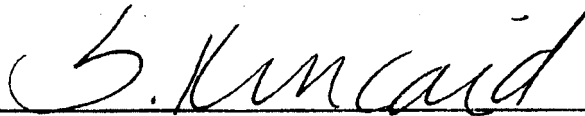
I, Stephanie Kincaid (on behalf of Romney for President, Inc.)  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**                      ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

8/30/12

date